Capturing Emerging Trends in India's Media Narratives



Project Title	Capturing Emerging Trends in India's Media Narratives
Project Summary	The U.S. Embassy New Delhi Public Affairs Section seeks a motivated VSFS intern to assist in analyzing output from print and television media outlets across India, to detect larger narrative trends on issues of U.S. interest. Strong data analysis and visualization skills are preferred.
Country	India

Project Description

This project entails tracking print, digital and television media stories as captured in the Embassy's current media products, including stories in twelve languages (translated excerpts will be provided) from cities across India. The selected VSFS candidate will compile and analyze relevant data from these stories to identify emerging shifts in India's media narratives, to be broken out by issue of focus, language, region or date as requested. The candidate will take the lead on establishing a periodic report which visualizes the data and captures relevant trends in a concise, easy-to-digest form, in order to inform messaging by U.S. government stakeholders across Mission India.

Required Skills or Interests

Skill(s)

Data analysis

Data visualization

Additional Information

For project reviewers' awareness: Post has already identified a strong VSFS candidate, already registered in the program, who has relevant skills and has expressed interest to Post in joining this project: Will Cullen (wcullen19@cmc.edu).

Language Requirements

None